

## Fourth presentation: – background.

Your presentation will be based on one of the companies that you have chosen.

### First ideas

#### Presentation aim

Companies normally review sales on a quarterly basis. This helps them to understand how sales are progressing.

The aim of this presentation is explain the last quarter's sales figures.

#### Who is the target audience?

The audience are colleagues and the manager from sales.

#### When is it scheduled for?

To be delivered in week 11 of this semester's course.

#### What equipment will be available?

A laptop computer, an LCD projector; marker board pens; microphone; laser pointer

#### How long should it last?

Ten minutes.

### Preparation

- You will need to create the data/numbers that you will use. Try to be realistic.
- You may want to focus on a product line or a range of product lines.
- You may want to think about sales numbers (volume) as well as sales.
- Work using the ideas we have been discussing in class: e.g. using PowerPoint and discussing graphs and pictures.

### Assessment

Will focus on:

- ➔ The use of language in describing trends and numbers
- ➔ Use of signals

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